

in a curved form and to support the display panel **110** such that the display panel **110** is curved.

[0091] While the display **10** is illustrated in this exemplary embodiment as being fixed to the support frame **20** through the connection frames **40U** and **40L**, the exemplary embodiments are not limited thereto. The display **10** may be installed in the **20** such that the display **10** rotates leftward or rightward.

[0092] In addition, the interior of the support frame **20** may be provided with a height greater than the height of the display **10** such that the display **10** is vertically movable when installed in the support frame **20**. Alternatively, the interior of the support frame **20** may be provided with a width greater than the width of the display **10** such that the display **10** is laterally movable when installed in the support frame **20**.

[0093] In this exemplary embodiment, the rear surface of the display **10** is formed with a curvature equal to the curvature of the support frame **20** and the front surface of the display **10** has a lesser curvature than that of the rear surface of the display **10**. However, the exemplary embodiments are not limited thereto. Various curvatures may be provided according to design of the display apparatus **1**.

[0094] In this exemplary embodiment, the display panel **110** is provided with an organic light emitting diode panel which is easily bendable and thus bent in a curved shape when it is attached to the curved bottom chassis **120** or reinforcement member **140**. However, the exemplary embodiments are not limited thereto. The display panel **110** may be formed by fabricating a liquid crystal display panel having a curved shape.

[0095] In this exemplary embodiment, studs **121** positioned closer to the center of the bottom chassis **120** are configured to be taller than other studs **121** positioned closer to the lateral ends of the bottom chassis **120**. However, the exemplary embodiments are not limited thereto. In another exemplary embodiment, the studs **121** may be symmetrically formed about the central portion of the bottom chassis **120** such that studs **121** positioned closer to the center of the bottom chassis **120** are taller than other studs **121** positioned closer to the lateral ends of the bottom chassis **120**.

[0096] While the support frame **20** is illustrated as being formed in a quadrangular shape in an exemplary embodiment, the exemplary embodiments are not limited thereto. The support frame **20** may be formed to have an upside down U-shape by omitting a constituent which corresponds to the lower frame **22**.

[0097] While the side surface case **160** and the rear surface case **180** is illustrated as being separately provided to the display **10** in this exemplary embodiment, the exemplary embodiments are not limited thereto. The four side surfaces and rear surface of the display **10** may be implemented by a single case (not shown).

[0098] As is apparent from the above description, according to an exemplary embodiment, a display is supported at the inner side of a support frame which is curved to correspond to the shape of the display. Accordingly, a display apparatus may be provided with a support structure suitable for the display.

[0099] Although a few exemplary embodiments of the present invention have been shown and described, it would be appreciated by those skilled in the art that changes may be made to the embodiments without departing from the

principles and spirit of the invention, the scope of which is defined in the claims and their equivalents.

What is claimed is:

1. A display curved such that opposite lateral sides thereof protrude forward relative to a central portion, the display comprising:

a display panel; and
a curved support structure suitable for supporting the display panel;

wherein the display has a thickness which decreases from the central portion to the opposite lateral sides.

2. The display according to claim 1, wherein the display panel is configured to have a shape corresponding to the curved support structure.

3. The display according to claim 1, wherein a front surface of the display has a smaller curvature than a curvature of the rear surface of the display.

4. The display according to claim 1, further comprising:
at least one printed circuit board accommodated in an interior of the display.

5. The display according to claim 4, wherein a distance between the at least one printed circuit board and a front surface of the display is decreased from the central portion of the display towards the lateral side of the display.

6. The display according to claim 4, wherein a rear surface of the curved support structure includes a plurality of studs allowing the at least one printed circuit board to be installed at and spaced apart from the rear surface of the curved support structure, and wherein a distance between tips of the studs and a front surface of the display apparatus are decreased from a central portion of the curved support structure towards both lateral ends of the curved support structure.

7. The display according to claim 4, wherein a rear surface of the curved support structure includes a plurality of studs allowing the at least one printed circuit board (**150**) to be installed at and spaced apart from the rear surface of the curved support structure, and wherein the plurality of studs have a height which decreases from a central portion of the curved support structure to both lateral ends of the curved support structure such that studs positioned closer to the central portion of the curved support structure are taller than other studs positioned closer to the lateral ends of the curved support structure.

8. The display according to claim 1, further comprising:
a support frame having a lower end which is supported in use on a horizontal surface and configured to receive the display disposed in the support frame, wherein opposite lateral sides of the support frame protrude forwardly such that the support frame is curved to correspond to the curved shape of the display; and

one or more connection parts to connect the display to the support frame while keeping the display spaced apart from the support frame.

9. The display according to claim 8, wherein the display is configured to stand in use in an inclined manner such that an upper end of each of the display and the support frame is rearwardly inclined.

10. The display according to claims 8, wherein the support frame comprises:

an upper frame and a lower frame spaced apart from each other in a vertical direction and extending in a horizontal direction, and